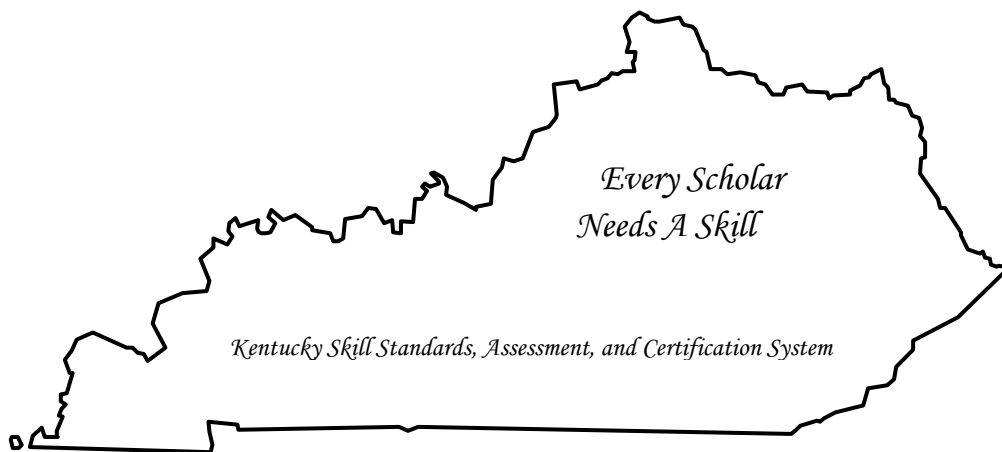


Kentucky Marketing Skill Standards



Established by the Marketing Skill Standards Task Force

July 2000

ACKNOWLEDGEMENTS

As Project Coordinator's for the Marketing Skill Standards Project, we have been privileged to work with outstanding business and industry representatives and teachers from secondary marketing education programs across the state. This group has reviewed, endorsed, edited, rewritten, and revised documentation relating to this skill standards project.

The mission of the Marketing Skill Standards Task Force was to develop a user-friendly document that would serve as a tool for instruction for all marketing education teachers. Our hope is that schools/teachers will use this document as a framework for further curriculum development and alignment. Future plans for the Task Force will include regular reviews and updates to the document and development and review of skill standards assessment items.

A project of this significance relies heavily on the support and cooperation of many. The state effort could not have been accomplished without the persistence and guidance from Pamela Moore, State Skill Standards Project Director, and Mikala Rahn, national consultant for the effort. On behalf of the Kentucky Department of Education, Division of Career and Technical Education, I would like to acknowledge the support of the Marketing Skill Standards Task Force and the contribution they made to this project. The following persons served on this task force:

Tod Griffin, Kentucky Retail Federation
Beth Osteen, Marketing Education Resource Center
Kentucky Marketing Education Task Force
David Eggleston, Sales and Marketing
Roger Williams, Kentucky Banker Association
Dana Nicholson, United Parcel Service
Alvin Wheeler, Sears
Leslye Schumacher, LAS Consultant

With Many Thanks,

Gary Colvin, Business/Marketing Education Consultant
Nancy Graham, Business/Marketing Education Consultant
Kentucky Department of Education
Division of Career and Technical Education

INTRODUCTION

Marketing

The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. This definition indicates that marketing is a process that involves a variety of activities designed to change behaviors or influence ideas. These activities include, but are not limited to, advertising, logistics, marketing research, product design, and selling.

Historically, marketing has been characterized as dynamic and changing. However, the pace at which it is changing has accelerated due to environmental shifts taking place in the business world: downsizing, outsourcing, mergers, international competition, world markets, and technological innovations. These changes impact the skills, attitudes, and abilities needed for success in today's workplace.

In light of the environmental changes, marketing must be viewed as a multi-faceted, critical business function that is undergirded by such social sciences as economics, psychology, and sociology. Its successful performance depends on the application of mathematics and English principles, the use of scientific problem solving, and the application of technology to marketing situations and problems. In this century, economic survival in business will depend on the ability to understand and execute marketing skills.

The Marketing Industry

Career opportunities in marketing can be found in domestic and international businesses, organizations, offices, and agencies of all types and sizes—both profit and nonprofit. Individuals employed in marketing positions may specialize in one marketing function (e.g., selling, distribution, product management, etc.), or they may require a broad understanding of all marketing functions as would be needed by a business owner or manager.

The range of employment options suggests growing opportunity for persons who possess marketing know-how. According to the Federal Bureau of Labor Statistics, 12 million people are currently employed in the field of marketing. A profile of selected marketing careers is as follows:

► Advertising

Professionals in advertising may work in ad agencies, within advertising departments of firms, with mass media as sales representatives, or as marketing communications specialists. Faster-than-average growth in advertising career opportunities is expected because of sharp competition in the United States and the global marketplace. The U.S. Department of Labor projects a growth rate of more than 30% for marketing research analysts, advertising managers, and visual artists. It is estimated that almost 600,000 marketing and advertising managers alone will be employed in the United States by 2005. As the U.S. businesses expand to other countries, advertising and promotional work will increase dramatically.

► Marketing Research

Because of the high stakes involved in keeping existing products growing and introducing new products and services, the significance of marketing research has increased in corporate

America. Examples of activities performed by marketing researchers are monitoring competitors' efforts, identifying market trends, developing customer profiles, measuring market share, designing product and packaging, planning distribution channels, and evaluating the impact of promotional efforts. The field is expanding into such new territories as the Internet, the health-care industry, colleges, and nonprofit organizations. Advances in information technology and the overwhelming desire to "guarantee success" mean the demand for marketing researchers will grow faster than average in the decades ahead.

► Sales and Sales Management

Sales representatives are the foremost contact an individual or corporate consumer has with a company. The demand for sales representatives is flourishing. The Bureau of Labor Statistics projects tremendous percentage increases for sales representatives in such fields as the service industry, real estate, securities and financial services, and wholesaling. Sales representatives also find career opportunities in direct selling, direct response retailing, telemarketing, and database marketing.

► Retailing

By 2005, it is estimated that approximately 4½ million retail salespersons and 2½ million retail supervisors will be employed in the United States. Job opportunities in retailing include customer-service sales in such areas as banking, cable television, and utilities. In fact 75% of all jobs in the U.S. are in the services industry. Stockbrokers, travel agents, fitness-center personnel, and insurance agents are just a few examples of opportunities in the service industry. The rate of growth for service sales representatives is projected to be more than 55% by 2005.

► International Marketing

Large corporations and small firms are offering products in other countries. According to the U.S. Department of Commerce, 25% of all jobs are related to foreign trade. With the increased use of technology, this figure is expected to increase dramatically with career opportunities for international marketers abounding. Three specific careers in international marketing are international marketing research, international product management, and international promotion.

► Entrepreneurship

As new technologies have been developed and changes have occurred in the business environment, opportunities for entrepreneurs have increased. Desktop publishing, direct mail, and telemarketing have experienced tremendous entrepreneurial activity. Skills needed for entrepreneurial success include identifying market niches, marketing research, identification of sources of capital to finance the business, and selling skills. Entrepreneurial start-ups are expected to continue at a consistent, and at times frantic, pace.

Preparation for Tomorrow's Workforce

Skill standards are the performance specifications that identify the knowledge, skills, and abilities an individual needs to succeed in the workplace. Identifying the necessary skills is critical to preparing students for entry into employment. Skill standards provide a common vocabulary to enhance communication between:

- Employers and Job Seekers—to specify the knowledge, skills, aptitudes and attitudes required for recruitment, hiring, and retention in a company or within an industry.

- Employers and Schools or Job Training Programs—to encourage the alignment of school curricula with industry requirements, to update education objectives as workplace demands change, and to ensure a better return on public and private education and training investments.
- Employers or Job Seekers and Schools or Job Training Programs—to help employees and job seekers make sound decisions about their own education and training needs in a changing market place.

In most successful workplaces, the only constant is change. Jobs that were previously simple now require high performance work processes and enhanced skills in order to compete globally. Because skill standards reflect these changing workplace realities, they are key devices for helping applicants and employees enjoy greater career opportunities and achieve higher standards of living and economic security.

Kentucky's Certification System

Because of the importance of skill standards today to educators, employers, and students who desire jobs after graduation from high school, the Division of Career and Technical Education in conjunction with employers from the marketing industry are working together to develop a system to certify that students have attained the necessary skills for employment. The first step in developing this system is the development of skill standards that identify the necessary occupation, academic, and employability skills needed to enter the industry. Mastery of these standards would signal to employers that students are employable and ready to begin employment within the industry. Certified students would be ready to be trained in specific skills by employers or enter employers' training programs. Certified students may also wish to continue their training in more specialized training.

In order to ensure that students, in fact, have attained the necessary skills identified in this standards document, students are assessed on the standards. The assessment system includes two components:

- Multiple-choice test specifically testing the mastery of the skill standards; and
- Problem-based scenarios to test the students' problem-solving and decision-making skills related to the occupational standards.

Students who pass each of the components at a specified percentage previously set, will receive a certificate to provide to employers communicating their mastery of the standards.

Program Areas for Marketing Skill Standards

Student may obtain the necessary competencies and skills from a variety of options and courses. Marketing competencies are the core for most of the courses found within the Marketing Program of Studies. The following are sample career majors that provide the necessary basic competencies to successfully achieve the Marketing Skill Standards Certificate.

Advertising Services	General Marketing	Hospitality/Hotel/Motel	Sports Marketing
Principles of Marketing	Principles of Marketing	Principles of Marketing	Principles of Marketing
Advertising/Promo I	Retail Services	Retail Marketing/Intro to Hospitality	Sports Marketing
Advertising/Promo II	Advance Marketing or Marketing Management	Travel Tourism or Advanced Marketing or Marketing Management	Advanced Marketing or Marketing Management

The Skill Standards Document

This document describes the skill standards developed to be assessed in the certification process. Current curriculum in Marketing offered in your school should be aligned to these standards. Standards are divided into occupational, academic, and employability skills. Following the list of standards are two crosswalks. A crosswalk shows the relationship between a set of standards (in this case the Marketing Skill Standards) and another set of standards. In the first crosswalk, the Marketing Skill Standards are crossed with the Kentucky Academic Expectations. It provides direction to both academic and vocational educators in the natural points of integration. The second crosswalk crosses the Marketing Skill Standards with the SCANS skills. SCANS (Secretary's Commission for Achieving Necessary Skills) was developed by the Federal Department of Labor in 1990-1991 with employers from all over the nation. It describes the necessary foundation skills and competencies necessary to succeed in the workplace. Kentucky's Workforce Roundtable and other organizations have adopted these "employability" skills to communicate industry's needs to schools.

Leadership development and employability skills are supplemented in all of these courses through the career and technical student organization, **Distributive Education Clubs of America**, through various projects and activities.

If you have any questions about the skill standards, crosswalks, or certification system, please contact:

Gary Colvin
Consultant
Kentucky Department of Education
Division of Career and Technical Education
2116 Capital Plaza Tower
500 Metro Street
Frankfort, KY 40601
502-564-3775
gcolvin@kde.state.ky.us

MARKETING SKILL STANDARDS

	OCCUPATIONAL STANDARDS
OA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making
OA001	Explain the role of business in society
OA002	Describe types of business activities
OA004	Describe marketing functions and related activities
OA005	Explain the nature and scope of purchasing
OA011	Calculate net sales
OA015	Explain the concept of management
OA016	Describe the nature of business records
OA019	Explain types of business ownership
OA020	Describe current business trends
OA021	Identify ways that technology impacts business
OA024	Explain routine security precautions
OA025	Explain safety precautions
OA026	Explain procedures for handling accidents
OA027	Explain procedures for dealing with workplace threats
OA031	Orient new employees
OB	Understand concepts, strategies, and systems needed to interact effectively with others
OB002	Handle telephone calls in a businesslike manner
OB003	Explain the nature of staff communication
OB004	Explain the use of inter-departmental/company communications
OB005	Explain the nature of positive customer/client relations
OB006	Demonstrate a customer-service mindset
OB007	Handle customer inquiries
OB008	Handle situations involving difficult customers
OB009	Interpret business policies to customers/clients
OB010	Handle customer/client complaints
OB011	Handle situations when the customer is at fault
OC	Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
OC001	Explain the nature and scope of distribution
OC002	Explain the nature of channels of distribution
OC006	Describe the relationship between customer service and distribution
OC007	Prepare invoices
OC008	Use an information system for order fulfillment
OC009	Explain the receiving process
OC010	Explain shipping processes
OC011	Explain storing considerations
OC012	Explain the nature of warehousing
OD	Understand the financial concepts used in making business decisions
OD001	Describe the role of financing in marketing endeavors
OE	Understand the concepts, systems, and tools used to gather, access, synthesize, evaluate and disseminate information for use in making business decisions
OE001	Describe the need for marketing information
OE019	Explain the concept of marketing strategies
OE020	Explain the concept of market and market identification
OF	Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
OF005	Explain factors affecting pricing decisions
OG	Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities
OG005	Describe the uses of grades and standards in marketing
OG006	Explain warranties and guarantees
OG007	Identify consumer protection provisions of appropriate agencies
OG008	Explain the concept of product mix
OG011	Describe factors used by marketers to position product/businesses
OG012	Explain the nature of branding

MARKETING SKILL STANDARDS

OH	Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
OH001	Explain the communication process used in promotion
OH002	Explain the role of promotion as a marketing function
OH003	Explain the types of promotion
OH004	Identify the elements of the promotional mix
OH008	Explain the types of advertising media
OH009	Explain components of advertisements
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities
OI001	Explain the nature and scope of the selling function
OI002	Explain the role of customer service as a component of selling relationships
OI005	Explain business ethics in selling
OI008	Acquire product information for use in selling
OI009	Analyze product information to identify product features and benefits
OI010	Explain the selling process
OI011	Prepare for the sales presentation
OI012	Establish relationship with client/customer
OI013	Address needs of individual personalities
OI014	Determine customer/client needs
OI015	Identify customer buying motives for use in selling
OI019	Recommend specific product
OI020	Demonstrate product
OI022	Convert customer/client objections into selling points
OI023	Close the sale
OI024	Demonstrate suggestion selling
OI028	Calculate miscellaneous charges
OI029	Process sales documentation
EMPLOYABILITY STANDARDS	
EA	Understand concepts, strategies, and systems needed to interact effectively with others
EA001	Apply effective listening skills
EA002	Address people properly
EA003	Follow directions
EA004	Respect the privacy of others
EA005	Describe ethical considerations in providing information
EA006	Treat others fairly at work
EA007	Develop cultural sensitivity
EA008	Foster positive working relationships
EA009	Participate as a team member
EA010	Show empathy for others
EA011	Use appropriate assertiveness
EA012	Demonstrate problem-solving skills
EB	Understand concepts and strategies needed for career exploration, development, and growth
EB001	Identify desirable personality traits important to business
EB002	Maintain appropriate personal appearance
EB003	Maintain a positive attitude
EB004	Demonstrate interest and enthusiasm
EB005	Demonstrate responsible behavior
EB006	Demonstrate honesty and integrity
EB007	Recognize personal biases and stereotypes
EB008	Demonstrate ethical work habits
EB009	Work within guidelines
EB010	Demonstrate initiative
EB011	Demonstrate self-control
EB012	Demonstrate appropriate creativity
EB013	Identify personal interests and skills for success in marketing and business
EB014	Explain the concept of self-esteem

MARKETING SKILL STANDARDS

EB015	Use feedback for personal growth
EB016	Adjust to change
EB017	Make decisions
EB018	Set personal goals
EB019	Use time-management principles
EB020	Analyze employer expectations in the business environment
EB021	Explain the rights of workers
EB022	Identify sources of career information
EB023	Identify tentative occupational interest
EB024	Explain employment opportunities in marketing
EB025	Utilize job-search strategies
EB026	Explain the need for ongoing education as a worker
EB027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
EB028	Explain possible advancement patterns for jobs
EB029	Identify skills needed to enhance career progression
EB030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)
EB031	Use networking skills
ACADEMIC STANDARDS	
AA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making
AA001	Demonstrate basic word-processing skills
AA002	Demonstrate basic presentation software skills
AA003	Demonstrate basic database skills
AA004	Demonstrate basic spreadsheet skills
AB	Understand concepts, strategies, and systems needed to interact effectively with others
AB002	Use proper grammar and vocabulary
AB003	Explain the nature of effective verbal communications
AB004	Persuade others
AB005	Make oral presentations
AB008	Write informational messages
AB009	Write inquiries
AB011	Prepare simple written reports
AB012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)
AC	Understand the economic principles and concepts fundamental to marketing
AC001	Distinguish between economic goods and services
AC002	Explain the concept of economic resources
AC003	Describe the nature of economics and economic activities
AC004	Determine forms of economic utility created by marketing activities
AC005	Explain the principles of supply and demand
AC006	Describe the concept of price
AC007	Explain the types of economic systems
AC008	Describe the role of government in business
AC009	Explain the concept of private enterprise
AC010	Identify factors affecting a business's profit
AC011	Determine factors affecting business risk
AC012	Explain the concept of competition
AC013	Explain the concept of productivity
AC017	Explain measures used to analyze economic conditions
AD	Understand concepts and strategies needed for career exploration, development, and growth
AD001	Complete a job application
AD002	Interview for a job
AD003	Write a follow-up letter after job interviews
AD004	Write a letter of application
AD005	Prepare a resume

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making				
OA001	Explain the role of business in society	1.1 1.2 1.3 1.4 1.10 1.11 1.12 2.14 2.16 6.1	Accessing Sources of Information Reading Observing Listening Classifying Writing Speaking Democratic Principle Structure and Function of Sociability System Applying Multiple Perspectives	C7 C15 F1 F2 F5 F6 F12	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning
OA002	Describe types of business activities	1.1 1.2 1.3 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Observing Listening Classifying Writing Speaking	C15 F1 F2 F5 F6 F12	Understands Systems Reading Writing Listening Speaking Reasoning
OA004	Describe marketing functions and related activities	1.1 1.2 1.3 1.4 1.10 1.11 1.12 2.14 2.16 6.1	Accessing Sources of Information Reading Observing Listening Classifying Writing Speaking Democratic Principle Structure and Function of Sociability System Applying Multiple Perspectives	C7 C15 F1 F2 F5 F6 F12	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning
OA005	Explain the nature and scope of purchasing	1.1 1.10	Accessing Sources of Information Classifying	C3 C15 F12	Allocates Material and Facility Resources Understands Systems Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making				
OA011	Calculate net sales	1.1 1.2 1.9 1.10 1.11 5.1	Accessing Sources of Information Reading Mathematical Reasoning Classifying Writing Critical Thinking	C5 C6 C7 C15 F1 F2 F3 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Understands Systems Reading Writing Arithmetic Reasoning
OA015	Explain the concept of management	1.1 1.2 1.10 1.11	Accessing Sources of Information Reading Classifying Writing	C15 F1 F2 F12	Understands Systems Reading Writing Reasoning
OA016	Describe the nature of business records	1.1 1.2 1.10 1.11	Accessing Sources of Information Reading Classifying Writing	C15 F1 F2 F12	Understands Systems Reading Writing Reasoning
OA019	Explain types of business ownership	1.1 1.2 1.4 1.10 1.11 1.12 2.16 6.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Structure and Function of Sociability System Developing New Knowledge	C2 C3 C5 C6 C7 C12 C15 F1 F2 F3 F13	Allocates Money Allocates Material and Facility Resources Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Exercises Leadership Understands Systems Reading Writing Arithmetic Responsibility

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making				
OA020	Describe current business trends	1.1 1.2 1.4 1.10 1.11 1.12 5.1 5.2 6.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Critical Thinking Creative Thinking Developing New Knowledge	C6 C15 F1 F2 F5 F6	Organizes and Maintains Information Understands Systems Reading Writing Listening Speaking
OA021	Identify ways that technology impacts business	1.1 1.2 1.4 1.10 1.11 1.12 6.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Developing New Knowledge	C6 C7 C15 C18 F1 F2 F5 F6 F12	Organizes and Maintains Information Interprets and Communicates Information Understands Systems Selects Technology Reading Writing Listening Speaking Reasoning
OA024	Explain routine security precautions	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C15 F1 F2 F5 F6	Understands Systems Reading Writing Listening Speaking
OA025	Explain safety precautions	1.1 1.2 1.4 1.10 1.11 1.12 4.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Productive Team Skills	C6 C7 C9 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Participates as a Member of a Team Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making				
OA026	Explain procedures for handling accidents	1.1 1.2 1.4 1.10 1.11 1.12 3.6 4.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Makes Decisions Based on Ethical Values Productive Team Skills	C6 C7 C9 C15 F1 F2 F5 F6 F13 F17	Organizes and Maintains Information Interprets and Communicates Information Participates as a Member of a Team Understands Systems Reading Writing Listening Speaking Responsibility Integrity/Honesty
OA027	Explain procedures for dealing with workplace threats	1.1 1.2 1.4 1.10 1.11 1.12 4.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Productive Team Skills	C6 C7 C9 C15 F1 F2 F5 F6 F13 F17	Organizes and Maintains Information Interprets and Communicates Information Participates as a Member of a Team Understands Systems Reading Writing Listening Speaking Responsibility Integrity/Honesty
OA030	Develop project plan	1.1 1.2 1.4 1.10 1.11 1.12 4.2 5.1 5.5	Accessing Sources of Information Reading Listening Classifying Writing Speaking Productive Team Skills Critical Thinking Problem Solving	C1 C4 C5 C6 C7 C15 F1 F2 F5 F6 F8 F12 F13	Allocates Time Allocates Human Resources Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Decision Making Reasoning Responsibility

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making				
OA031	Orient new employees	1.1 1.2 1.4 1.10 1.11 1.12 3.6 4.1 4.2 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Makes Decisions Based on Ethical Values Interpersonal Skills Productive Team Skills Critical Thinking	C5 C6 C7 C9 C10 C15 F1 F2 F5 F6 F12 F13 F15 F17	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Participates as a Member of a Team Teaches Others Understands Systems Reading Writing Listening Speaking Reasoning Responsibility Sociability Integrity/Honesty
OB	Understand concepts, strategies, and systems needed to interact effectively with others				
OB002	Handle telephone calls in a businesslike manner	1.1 1.4 1.10 1.11 1.12 1.16 4.1 4.3 5.1	Accessing Sources of Information Listening Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking	C5 C6 C7 C11 C15 F2 F5 F6 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Serves Clients/Customers Understands Systems Writing Listening Speaking Reasoning Sociability
OB003	Explain the nature of staff communication	1.1 1.2 1.4 1.10 1.11 1.12 4.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Interpersonal Skills	C9 C15 F1 F2 F5 F6 F12 F15	Participates as a Member of a Team Understands Systems Reading Writing Listening Speaking Reasoning Sociability

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OB	Understand concepts, strategies, and systems needed to interact effectively with others				
OB004	Explain the use of inter-departmental/company communications	1.1 1.2 1.4 1.10 1.11 1.12 4.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Interpersonal Skills	C9 C15 F1 F2 F5 F6 F12 F15	Participates as a Member of a Team Understands Systems Reading Writing Listening Speaking Reasoning Sociability
OB005	Explain the nature of positive customer/client relations	1.1 1.2 1.4 1.10 1.11 1.12 3.1 4.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Positive Growth in Self-Concept Task/Project Interpersonal Skills	C11 C14 C15 F5 F6 F14 F15 F17	Serves Clients/Customers Works with Cultural Diversity Understands Systems Listening Speaking Self-Esteem Sociability Integrity/Honesty
OB006	Demonstrate a customer-service mindset	1.1 1.2 1.4 1.10 1.11 1.12 3.1 3.6 4.1 4.5 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Positive Growth in Self-Concept Task/Project Makes Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking	C11 C14 C15 F5 F6 F12 F14 F15 F17	Serves Clients/Customers Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Self-Esteem Sociability Integrity/Honesty
OB007	Handle customer inquiries	1.4 1.10 1.12 3.6 4.1 4.5 5.1	Listening Classifying Speaking Makes Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking	C11 C14 C15 F5 F6 F12 F15 F17	Serves Clients/Customers Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Sociability Integrity/Honesty

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OB	Understand concepts, strategies, and systems needed to interact effectively with others				
OB008	Handle situations involving difficult customers	1.4 1.10 1.12 4.1 5.1 5.5	Listening Classifying Speaking Interpersonal Skills Critical Thinking Problem Solving	C5 C7 C11 F5 F6 F9 F12 F15	Acquires and Evaluates Information Interprets and Communicates Information Serves Clients/Customers Listening Speaking Problem Solving Reasoning Sociability
OB009	Interpret business policies to customers/clients	1.1 1.2 1.4 1.10 1.11 1.12 3.1 3.6 4.1 4.5 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Positive Growth in Self-Concept Task/Project Makes Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking	C7 C11 C14 C15 F1 F2 F5 F6 F8 F12 F14 F15 F17	Interprets and Communicates Information Serves Clients/Customers Works with Cultural Diversity Understands Systems Reading Writing Listening Speaking Decision Making Reasoning Self-Esteem Sociability Integrity/Honesty
OB010	Handle customer/client complaints	1.1 1.4 1.10 1.12 3.1 3.6 4.1 4.5 5.1 5.5	Accessing Sources of Information Listening Classifying Speaking Positive Growth in Self-Concept Task/Project Makes Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking Problem Solving	C7 C11 C14 C15 F5 F6 F9 F12 F14 F15 F17	Interprets and Communicates Information Serves Clients/Customers Works with Cultural Diversity Understands Systems Listening Speaking Problem Solving Reasoning Self-Esteem Sociability Integrity/Honesty

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OB	Understand concepts, strategies, and systems needed to interact effectively with others				
OB011	Handle situations when the customer is at fault	1.1 1.4 1.10 1.12 3.1 3.6 4.1 4.5 5.1 5.5	Accessing Sources of Information Listening Classifying Speaking Positive Growth in Self-Concept Task/Project Makes Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking Problem Solving	C7 C11 C14 C15 F5 F6 F9 F12 F14 F15 F17	Interprets and Communicates Information Serves Clients/Customers Works with Cultural Diversity Understands Systems Listening Speaking Problem Solving Reasoning Self-Esteem Sociability Integrity/Honesty
OC	Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services				
OC001	Explain the nature and scope of distribution	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C3 C6 C7 C15 F1 F2 F5 F6	Allocates Material and Facility Resources Organizes and Maintains Information Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking
OC002	Explain the nature of channels of distribution	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C3 C5 C6 C7 C8 C15 F1 F2 F5 F6 F9	Allocates Material and Facility Resources Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Problem Solving

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OC	Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services				
OC006	Describe the relationship between customer service and distribution	1.1 1.2 1.4 1.10 1.11 1.12 1.16 3.6 4.4	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Makes Decisions Based on Ethical Values Rights and Responsibilities	C6 C7 C8 C15 F1 F2 F5 F6 F13 F17	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Responsibility Integrity/Honesty
OC007	Prepare invoices	1.1 1.2 1.4 1.9 1.10 1.11 1.12 1.16 3.6 5.1 5.5	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Using Electronic Technology Makes Decisions Based on Ethical Values Critical Thinking Problem Solving	C5 C6 C7 C8 C15 F1 F2 F3 F5 F6 F12 F17	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Arithmetic Listening Speaking Reasoning Integrity/Honesty
OC008	Use an information system for order fulfillment	1.1 1.2 1.4 1.10 1.11 1.12 1.16 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Critical Thinking	C5 C6 C7 C8 C15 F1 F2 F5 F6 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OC	Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services				
OC009	Explain the receiving process	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C3 C6 C7 C8 C15 F1 F2 F3 F5 F6	Allocates Material and Facility Resources Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Arithmetic Listening Speaking
OC010	Explain shipping processes	1.1 1.2 1.4 1.9 1.10 1.11 1.12 1.16 3.6	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Using Electronic Technology Makes Decisions Based on Ethical Values	C3 C6 C7 C8 C15 F1 F2 F3 F5 F6	Allocates Material and Facility Resources Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Arithmetic Listening Speaking
OC011	Explain storing considerations	1.1 1.2 1.4 1.9 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Using Electronic Technology	C3 C6 C7 C8 C15 F1 F2 F3 F5 F6	Allocates Material and Facility Resources Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Arithmetic Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OC	Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services				
OC012	Explain the nature of warehousing	1.1 1.2 1.4 1.9 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Using Electronic Technology	C3 C6 C7 C8 C15 F1 F2 F3 F5 F6	Allocates Material and Facility Resources Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Arithmetic Listening Speaking
OD	Understand the financial concepts used in making business decisions				
OD001	Describe the role of financing in marketing endeavors	1.1 1.2 1.4 1.10 1.11 4.3	Accessing Sources of Information Reading Listening Classifying Writing Consistent, Responsive, Caring Behavior	C7 C11 F1 F2 F5 F7 F12	Interprets and Communicates Information Serves Clients/Customers Reading Writing Listening Creative Thinking Reasoning
OE	Understand the concepts, systems, and tools used to gather, access, synthesize, evaluate and disseminate information for use in making business decisions				
OE001	Describe the need for marketing information	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6 F12	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OE	Understand the concepts, systems, and tools used to gather, access, synthesize, evaluate and disseminate information for use in making business decisions				
OE019	Explain the concept of marketing strategies	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OE020	Explain the concept of market and market identification	1.1 1.2 1.4 1.9 1.10 1.11 1.12 1.16 2.17	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Using Electronic Technology Cultural Diversity	C6 C7 C8 C14 C15 F1 F2 F3 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Works with Cultural Diversity Understands Systems Reading Writing Arithmetic Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OF	Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value				
OF005	Explain factors affecting pricing decisions	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OG	Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities				
OG005	Describe the uses of grades and standards in marketing	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OG006	Explain warranties and guarantees	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OG	Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities				
OG007	Identify consumer protection provisions of appropriate agencies	1.1 1.2 1.4 1.10 1.11 1.12 1.16 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Critical Thinking	C5 C6 C7 C8 C15 F1 F2 F5 F6 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Reasoning
OG008	Explain the concept of product mix	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C3 C6 C7 C8 C15 F1 F2 F5 F6	Allocates Material and Facility Resources Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OG011	Describe factors used by marketers to position product/businesses	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C5 C6 C7 C8 C15 F1 F2 F5 F6	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OG	Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities				
OG012	Explain the nature of branding	1.1 1.2 1.4 1.10 1.11 1.12 1.16 5.1 5.2 5.4	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Critical Thinking Creative Thinking Decision Making	C5 C6 C7 C8 C15 F1 F2 F5 F6 F7 F8 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Creative Thinking Decision Making Reasoning
OH	Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome				
OH001	Explain the communication process used in promotion	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C5 C6 C7 C8 C15 F1 F2 F5 F6	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OH002	Explain the role of promotion as a marketing function	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OH	Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome				
OH003	Explain the types of promotion	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OH004	Identify the elements of the promotional mix	1.1 1.2 1.4 1.10 1.11 1.12 1.16 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Critical Thinking	C5 C6 C7 C8 C15 F1 F2 F5 F6 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Reasoning
OH008	Explain the types of advertising media	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OH009	Explain components of advertisements	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OH	Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome				
OH017	Coordinate activities in the promotional mix	1.1 1.2 1.4 1.10 1.11 1.12 1.16 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Critical Thinking Creative Thinking	C5 C6 C7 C8 C15 F1 F2 F5 F6 F7 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI001	Explain the nature and scope of the selling function	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OI002	Explain the role of customer service as a component of selling relationships	1.1 1.2 1.4 1.10 1.11 1.12 1.16 4.1 4.3	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior	C6 C7 C8 C11 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI005	Explain business ethics in selling	1.1 1.2 1.4 1.10 1.11 1.12 1.16 3.6	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Make Decisions Based on Ethical Values	C6 C7 C8 C15 F1 F2 F5 F6 F17	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Integrity/Honesty
OI008	Acquire product information for use in selling	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6 F12	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Reasoning
OI009	Analyze product information to identify product features and benefits	1.1 1.2 1.4 1.10 1.11 1.12 1.16 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Critical Thinking Creative Thinking	C5 C6 C7 C8 C15 F1 F2 F5 F6 F7 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI010	Explain the selling process	1.1 1.2 1.4 1.10 1.11 1.12 1.16	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology	C6 C7 C8 C15 F1 F2 F5 F6	Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking
OI011	Prepare for the sales presentation	1.1 1.2 1.4 1.10 1.11 1.12 1.16 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Critical Thinking Creative Thinking	C5 C6 C7 C8 C15 F1 F2 F5 F6 F7 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning
OI012	Establish relationship with client/customer	1.1 1.2 1.4 1.10 1.11 1.12 1.16 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C8 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI013	Address needs of individual personalities	1.1 1.2 1.4 1.10 1.11 1.12 1.16 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C8 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability
OI014	Determine customer/client needs	1.1 1.2 1.4 1.10 1.11 1.12 1.16 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C8 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI015	Identify customer buying motives for use in selling	1.1 1.2 1.4 1.10 1.11 1.12 1.16 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C8 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability
OI019	Recommend specific product	1.1 1.2 1.4 1.10 1.11 1.12 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI020	Demonstrate product	1.1 1.2 1.4 1.10 1.11 1.12 1.16 3.6 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Make Decisions Based on Ethical Values Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C8 C11 C15 F1 F2 F5 F6 F7 F12 F15 F17	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability Integrity/Honesty
OI022	Convert customer/client objections into selling points	1.1 1.2 1.4 1.10 1.11 1.12 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI023	Close the sale	1.1 1.2 1.4 1.10 1.11 1.12 1.16 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C6 C7 C8 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability
OI024	Demonstrate suggestion selling	1.1 1.2 1.4 1.10 1.11 1.12 4.1 4.3 5.1 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking Creative Thinking	C5 C7 C11 C15 F1 F2 F5 F6 F7 F12 F15	Acquires and Evaluates Information Interprets and Communicates Information Serves Clients/Customers Understands Systems Reading Writing Listening Speaking Creative Thinking Reasoning Sociability
OI028	Calculate miscellaneous charges	1.1 1.2 1.4 1.9 1.10 1.11 1.12 5.1	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Critical Thinking	C5 C6 C7 C15 F1 F2 F3 F5 F6 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Understands Systems Reading Writing Arithmetic Listening Speaking Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	OCCUPATIONAL STANDARDS				
OI	Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities				
OI029	Process sales documentation	1.1 1.2 1.4 1.9 1.10 1.11 1.12 1.16 4.1 4.3 5.1	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Using Electronic Technology Interpersonal Skills Consistent, Responsive, Caring Behavior Critical Thinking	C5 C6 C7 C8 C11 C15 F1 F2 F3 F5 F6 F12 F15	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Serves Clients/Customers Understands Systems Reading Writing Arithmetic Listening Speaking Reasoning Sociability

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EA	Understand concepts, strategies, and systems needed to interact effectively with others				
EA001	Apply effective listening skills	1.4 1.10 1.12 2.36 4.1	Listening Classifying Speaking Employability Skills Interpersonal Skills	C11 C15 F5 F6 F15	Serves Clients/Customers Understands Systems Listening Speaking Sociability
EA002	Address people properly	1.4 1.10 1.12 4.1	Listening Classifying Speaking Interpersonal Skills	C7 C15 F5 F6 F15	Interprets and Communicates Information Understands Systems Listening Speaking Sociability
EA003	Follow directions	1.1 1.2 1.4 1.10 1.11 1.12 2.36 4.1 4.2 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Interpersonal Skills Productive Team Skills Critical Thinking	C5 C9 C15 F1 F2 F5 F6 F12	Acquires and Evaluates Information Participates as a Member of a Team Understands Systems Reading Writing Listening Speaking Reasoning
EA004	Respect the privacy of others	1.4 1.10 1.12 2.36 3.6 4.1	Listening Classifying Speaking Employability Skills Make Decisions Based on Ethical Values Interpersonal Skills	C9 C15 F5 F6 F15 F17	Participates as a Member of a Team Understands Systems Listening Speaking Sociability Integrity/Honesty
EA005	Describe ethical considerations in providing information	1.4 1.10 1.12 2.36 4.1	Listening Classifying Speaking Employability Skills Interpersonal Skills	C9 C15 F5 F6 F15 F17	Participates as a Member of a Team Understands Systems Listening Speaking Sociability Integrity/Honesty

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EA	Understand concepts, strategies, and systems needed to interact effectively with others				
EA006	Treat others fairly at work	1.4 1.10 1.12 2.36 3.1 3.6 4.1 4.2 4.5 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Make Decisions Based on Ethical Values Interpersonal Skills Productive Team Skills Sensitive to Multicultural World View Critical Thinking	C9 C14 C15 F5 F6 F12 F14 F15 F17	Participates as a Member of a Team Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Self-Esteem Sociability Integrity/Honesty
EA007	Develop cultural sensitivity	1.4 1.10 1.12 2.36 3.1 3.6 4.1 4.2 4.5 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Make Decisions Based on Ethical Values Interpersonal Skills Productive Team Skills Sensitive to Multicultural World View Critical Thinking	C9 C14 C15 F5 F6 F12 F14 F15 F17	Participates as a Member of a Team Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Self-Esteem Sociability Integrity/Honesty
EA008	Foster positive working relationships	1.4 1.10 1.12 2.36 3.1 3.6 4.1 4.2 4.5 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Make Decisions Based on Ethical Values Interpersonal Skills Productive Team Skills Sensitive to Multicultural World View Critical Thinking	C9 C14 C15 F5 F6 F12 F14 F15 F17	Participates as a Member of a Team Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Self-Esteem Sociability Integrity/Honesty
EA009	Participate as a team member	1.4 1.10 1.12 2.36 3.1 3.6 4.1 4.2 4.5 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Make Decisions Based on Ethical Values Interpersonal Skills Productive Team Skills Sensitive to Multicultural World View Critical Thinking	C9 C14 C15 F5 F6 F12 F14 F15 F17	Participates as a Member of a Team Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Self-Esteem Sociability Integrity/Honesty

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EA	Understand concepts, strategies, and systems needed to interact effectively with others				
EA010	Show empathy for others	1.4 1.10 1.12 2.37 3.1 3.6 4.1 4.5 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Make Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking	C14 C15 F5 F6 F12 F14 F15 F17	Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Self-Esteem Sociability Integrity/Honesty
EA011	Use appropriate assertiveness	1.4 1.10 1.12 2.37 3.1 3.6 4.1 4.5 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Make Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking	C14 C15 F5 F6 F12 F14 F15 F17	Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Self-Esteem Sociability Integrity/Honesty
EA012	Demonstrate problem-solving skills	1.4 1.10 1.12 2.36 3.1 3.6 4.1 4.5 5.1 5.5	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Make Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View Critical Thinking Problem Solving	C14 C15 F5 F6 F9 F12 F14 F15 F17	Works with Cultural Diversity Understands Systems Listening Speaking Problem Solving Reasoning Self-Esteem Sociability Integrity/Honesty
EB	Understand concepts and strategies needed for career exploration, development, and growth				
EB001	Identify desirable personality traits important to business	1.4 1.10 1.12 2.37 3.1 3.5 3.6 4.1 4.2	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Self-Control and Self-Discipline Make Decisions Based on Ethical Values Interpersonal Skills Productive Team Skills	C9 C15 F5 F6 F13 F14 F15 F16 F17	Participates as a Member of a Team Understands Systems Listening Speaking Responsibility Self-Esteem Sociability Self-Management Integrity/Honesty

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EB	Understand concepts and strategies needed for career exploration, development, and growth				
EB002	Maintain appropriate personal appearance	1.10 2.37 3.1 5.1	Classifying Employability Skills Positive Growth in Self-Concept Task/Project Critical Thinking	C15 F12 F14	Understands Systems Reasoning Self-Esteem
EB003	Maintain a positive attitude	1.4 1.10 1.12 2.37 3.1 3.5 4.1 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Self-Control and Self-Discipline Interpersonal Skills Critical Thinking	C15 F5 F6 F12 F13 F14 F15 F16	Understands Systems Listening Speaking Reasoning Responsibility Self-Esteem Sociability Self-Management
EB004	Demonstrate interest and enthusiasm	1.4 1.10 1.12 2.37 3.1 3.5 4.1 5.1	Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Self-Control and Self-Discipline Interpersonal Skills Critical Thinking	C15 F5 F6 F12 F13 F14 F15	Understands Systems Listening Speaking Reasoning Responsibility Self-Esteem Sociability
EB005	Demonstrate responsible behavior	1.1 1.4 1.10 1.12 2.37 3.6 4.2 5.1	Accessing Sources of Information Listening Classifying Speaking Employability Skills Make Decisions Based on Ethical Values Productive Team Skills Critical Thinking	C7 C9 C15 F5 F6 F12 F13 F17	Interprets and Communicates Information Participates as a Member of a Team Understands Systems Listening Speaking Reasoning Responsibility Integrity/Honesty
EB006	Demonstrate honesty and integrity	1.10 1.12 2.37 3.6 5.1	Classifying Speaking Employability Skills Make Decisions Based on Ethical Values Critical Thinking	C15 F6 F12 F13 F17	Understands Systems Speaking Reasoning Responsibility Integrity/Honesty

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EB	Understand concepts and strategies needed for career exploration, development, and growth				
EB007	Recognize personal biases and stereotypes	1.4 1.10 1.12 2.37 3.6 4.1 4.5	Listening Classifying Speaking Employability Skills Make Decisions Based on Ethical Values Interpersonal Skills Sensitive to Multicultural World View	C14 C15 F5 F6 F12 F15 F17	Works with Cultural Diversity Understands Systems Listening Speaking Reasoning Sociability Integrity/Honesty
EB008	Demonstrate ethical work habits	1.4 1.10 1.12 2.37 3.6 4.5 5.1	Listening Classifying Speaking Employability Skills Make Decisions Based on Ethical Values Open Mind to Alternative Perspectives Critical Thinking	C7 C9 C15 F5 F6 F12 F13 F17	Interprets and Communicates Information Participates as a Member of a Team Understands Systems Listening Speaking Reasoning Responsibility Integrity/Honesty
EB009	Work within guidelines	1.4 1.10 1.12 2.37 4.2 5.1	Listening Classifying Speaking Employability Skills Productive Team Skills Critical Thinking	C5 C9 C15 F5 F6 F12	Acquires and Evaluates Information Participates as a Team Member Understands Systems Listening Speaking Reasoning
EB010	Demonstrate initiative	1.10 2.37 4.2 5.1	Classifying Employability Skills Productive Team Skills Critical Thinking	C9 C15 F12 F13	Participates as a Member of a Team Understands Systems Reasoning Responsibility
EB011	Demonstrate self-control	1.4 1.10 1.12 2.37 3.5 5.1	Listening Classifying Speaking Employability Skills Self-Control and Self-Discipline Critical Thinking	C15 F5 F6 F12 F16	Understands Systems Listening Speaking Reasoning Self-Management
EB012	Demonstrate appropriate creativity	1.4 1.10 1.11 1.12 2.37 5.1 5.5	Listening Classifying Writing Speaking Employability Skills Critical Thinking Creative Thinking	C15 F2 F5 F6 F7 F12	Understands Systems Writing Listening Speaking Creative Thinking Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EB	Understand concepts and strategies needed for career exploration, development, and growth				
EB013	personal interests and skills for success in marketing and business	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5 5.1 5.4	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline Critical Thinking Decision Making	C5 C15 F1 F2 F5 F6 F8 F12 F13 F16	Acquires and Evaluates Information Understands Systems Reading Writing Listening Speaking Decision Making Reasoning Responsibility Self-Management
EB014	Explain the concept of self-esteem	1.10 2.37 3.1	Classifying Employability Skills Positive Growth in Self-Concept Task/Project	C15 F12 F14	Understands Systems Reasoning Self-Esteem
EB015	Use feedback for personal growth	1.1 1.4 1.10 1.12 2.37 3.5 5.1	Accessing Sources of Information Listening Classifying Speaking Employability Skills Self-Control and Self-Discipline Critical Thinking	C5 C15 F5 F6 F9 F12 F16	Acquires and Evaluates Information Understands Systems Listening Speaking Problem Solving Reasoning Self-Management
EB016	Adjust to change	1.1 1.4 1.10 1.12 2.37 3.3 3.5 4.1 5.1 5.5	Accessing Sources of Information Listening Classifying Speaking Employability Skills Adaptable and Flexible Self-Control and Self-Discipline Interpersonal Skills Critical Thinking Problem Solving	C5 C13 C15 F5 F6 F9 F12 F15 F16	Acquires and Evaluates Information Negotiates to Arrive at a Decision Understands Systems Listening Speaking Problem Solving Reasoning Sociability Self-Management
EB017	Make decisions	1.1 1.10 5.1 5.4	Accessing Sources of Information Classifying Critical Thinking Decision Making	C5 C15 F8	Acquires and Evaluates Information Understands Systems Decision Making

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EB	Understand concepts and strategies needed for career exploration, development, and growth				
EB018	Set personal goals	1.1 1.10 1.11 2.37 3.5 5.4	Accessing Sources of Information Classifying Writing Employability Skills Self-Control and Self-Discipline Decision Making	C5 C15 F2 F8 F13 F16	Acquires and Evaluates Information Understands Systems Writing Decision Making Responsibility Self-Management
EB019	Use time-management principles	1.1 1.10 2.37 3.5 5.1 5.4 5.5	Accessing Sources of Information Classifying Employability Skills Self-Control and Self-Discipline Critical Thinking Decision Making Problem Solving	C5 C15 F8 F9 F12 F13 F16	Acquires and Evaluates Information Understands Systems Decision Making Problem Solving Reasoning Responsibility Self-Management
EB020	Analyze employer expectations in the business environment	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline Critical Thinking	C5 C15 F1 F2 F5 F6 F12 F13	Acquires and Evaluates Information Understands Systems Reading Writing Listening Speaking Reasoning Responsibility
EB021	Explain the rights of workers	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5 4.4	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline Rights and Responsibilities	C15 F1 F2 F5 F6 F12 F13	Understands Systems Reading Writing Listening Speaking Reasoning Responsibility

Crosswalk of Skill Standards to Academic Expectations and SCANS

EB022	Identify sources of career information	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline Critical Thinking	C5 C15 F1 F2 F5 F6 F13 F16	Acquires and Evaluates Information Understands Systems Reading Writing Listening Speaking Responsibility Self-Management
EB023	Identify tentative occupational interest	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline	C15 F1 F2 F5 F6 F8 F13 F16	Understands Systems Reading Writing Listening Speaking Decision Making Responsibility Self-Management
EB024	Explain employment opportunities in marketing	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline	C15 F1 F2 F5 F6 F12 F13 F16	Understands Systems Reading Writing Listening Speaking Reasoning Responsibility Self-Management
EB025	Utilize job-search strategies	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5 5.1 5.4	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline Critical Thinking Decision Making	C5 C15 F1 F2 F5 F6 F8 F12 F13 F16	Acquires and Evaluates Information Understands Systems Reading Writing Listening Speaking Decision Making Reasoning Responsibility Self-Management

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EB	Understand concepts and strategies needed for career exploration, development, and growth				
EB026	Explain the need for ongoing education as a worker	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline	C7 C15 F1 F2 F5 F6 F13 F16	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Responsibility Self-Management
EB027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline	C5 C7 C15 F1 F2 F5 F6 F13 F16	Acquires and Evaluates Information Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Responsibility Self-Management
EB028	Explain possible advancement patterns for jobs	1.1 1.2 1.10 1.11 2.37 3.5	Accessing Sources of Information Reading Classifying Writing Employability Skills Self-Control and Self-Discipline	C5 C15 F1 F2 F12 F13	Acquires and Evaluates Information Understands Systems Reading Writing Reasoning Responsibility
EB029	Identify skills needed to enhance career progression	1.1 1.2 1.4 1.10 1.11 1.12 2.37 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Critical Thinking	C5 C15 F1 F2 F5 F6 F12 F13	Acquires and Evaluates Information Understands Systems Reading Writing Listening Speaking Reasoning Responsibility

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	EMPLOYABILITY STANDARDS				
EB	Understand concepts and strategies needed for career exploration, development, and growth				
EB030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)	1.1 1.2 1.4 1.10 1.11 1.12 2.37 3.5 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Employability Skills Self-Control and Self-Discipline Critical Thinking	C5 C15 F1 F2 F5 F6 F12 F13 F16	Acquires and Evaluates Information Understands Systems Reading Writing Listening Speaking Reasoning Responsibility Self-Management
EB031	Use networking skills	1.1 1.4 1.10 1.12 2.37 3.1 4.1 5.1	Accessing Sources of Information Listening Classifying Speaking Employability Skills Positive Growth in Self-Concept Task/Project Interpersonal Skills Critical Thinking	C5 C7 C15 F5 F6 F12 F13 F14 F15	Acquires and Evaluates Information Interprets and Communicates Information Understands Systems Listening Speaking Reasoning Responsibility Self-Esteem Sociability
	ACADEMIC STANDARDS				
AA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making				
AA001	Demonstrate basic word-processing skills	1.1 1.2 1.10 1.11 1.16 5.1	Accessing Sources of Information Reading Classifying Writing Using Electronic Technology Critical Thinking	C5 C6 C7 C8 C15 C18 F1 F2 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Inform. Understands Systems Selects Technology Reading Writing Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AA	Understand fundamental business, management, and entrepreneurial concepts that affect business decision making				
AA002	Demonstrate basic presentation software skills	1.1 1.2 1.10 1.11 1.16 5.1	Accessing Sources of Information Reading Classifying Writing Using Electronic Technology Critical Thinking	C5 C6 C7 C8 C15 C18 F1 F2 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Selects Technology Reading Writing Reasoning
AA003	Demonstrate basic database skills	1.1 1.2 1.10 1.11 1.16 5.1	Accessing Sources of Information Reading Classifying Writing Using Electronic Technology Critical Thinking	C5 C6 C7 C8 C15 C18 F1 F2 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Selects Technology Reading Writing Reasoning
AA004	Demonstrate basic spreadsheet skills	1.1 1.2 1.10 1.11 1.16 5.1	Accessing Sources of Information Reading Classifying Writing Using Electronic Technology Critical Thinking	C5 C6 C7 C8 C15 C18 F1 F2 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Selects Technology Reading Writing Reasoning
AB	Understand concepts, strategies, and systems needed to interact effectively with others				
AB002	Use proper grammar and vocabulary	1.1 1.10 1.11 1.12	Accessing Sources of Information Classifying Writing Speaking	C7 C15 F2 F6	Interprets and Communicates Information Understands Systems Writing Speaking
AB003	Explain the nature of effective verbal communications	1.1 1.4 1.10 1.12	Accessing Sources of Information Listening Classifying Speaking	C7 C15 F5 F6	Interprets and Communicates Information Understands Systems Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AB	Understand concepts, strategies, and systems needed to interact effectively with others				
AB004	Persuade others	1.1 1.4 1.10 1.12 3.4 4.1 4.2 5.4	Accessing Sources of Information Listening Classifying Speaking Resourceful and Creative Interpersonal Skills Productive Team Skills Decision Making	C7 C9 C12 C15 F5 F6 F8 F15	Interprets and Communicates Information Participates as a Member of a Team Exercises Leadership Understands Systems Listening Speaking Decision Making Sociability
AB005	Make oral presentations	1.1 1.2 1.4 1.10 1.11 1.12 3.4 5.2	Accessing Sources of Information Reading Listening Classifying Writing Speaking Resourceful and Creative Creative Thinking	C5 C6 C7 C10 C12 C15 F1 F2 F5 F6 F7	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Teaches Others Exercises Leadership Understands Systems Reading Writing Listening Speaking Creative Thinking
AB008	Write informational messages	1.1 1.2 1.10 1.11 3.4 5.1	Accessing Sources of Information Reading Classifying Writing Resourceful and Creative Critical Thinking	C5 C6 C7 C12 C15 F1 F2 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Exercises Leadership Understands Systems Reading Writing Reasoning
AB009	Write inquiries	1.1 1.2 1.10 1.11 3.4 5.1	Accessing Sources of Information Reading Classifying Writing Resourceful and Creative Critical Thinking	C5 C6 C7 C15 F1 F2 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Understands Systems Reading Writing Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AB	Understand concepts, strategies, and systems needed to interact effectively with others				
AB011	Prepare simple written reports	1.1 1.2 1.10 1.11 3.4 5.1	Accessing Sources of Information Reading Classifying Writing Resourceful and Creative Critical Thinking	C5 C6 C7 C15 F1 F2 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Understands Systems Reading Writing Reasoning
AB012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)	1.1 1.2 1.4 1.10 1.11 1.12 1.16 3.4 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Using Electronic Technology Resourceful and Creative Critical Thinking	C5 C6 C7 C12 C15 C18 F1 F2 F5 F6 F12	Acquires and Evaluates Information Organizes and Maintains Information Interprets and Communicates Information Exercises Leadership Understands Systems Selects Technology Reading Writing Listening Speaking Reasoning
AC	Understand the economic principles and concepts fundamental to marketing				
AC001	Distinguish between economic goods and services	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking
AC002	Explain the concept of economic resources	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6 F12	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AC	Understand the economic principles and concepts fundamental to marketing				
AC003	Describe the nature of economics and economic activities	1.1 1.2 1.4 1.10 1.11 1.12 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Critical Thinking	C7 C15 F1 F2 F5 F6 F12	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning
AC004	Determine forms of economic utility created by marketing activities	1.1 1.2 1.4 1.10 1.11 1.12 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Critical Thinking	C7 C15 F1 F2 F5 F6 F12	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning
AC005	Explain the principles of supply and demand	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6 F12	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning
AC006	Describe the concept of price	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6 F12	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning
AC007	Explain the types of economic systems	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AC	Understand the economic principles and concepts fundamental to marketing				
AC008	Describe the role of government in business	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking
AC009	Explain the concept of private enterprise	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking
AC010	Identify factors affecting a business's profit	1.1 1.2 1.4 1.9 1.10 1.11 1.12 5.1 5.4	Accessing Sources of Information Reading Listening Mathematical Reasoning Classifying Writing Speaking Critical Thinking Decision Making	C7 C15 F1 F2 F3 F5 F6 F8 F12	Interprets and Communicates Information Understands Systems Reading Writing Arithmetic Listening Speaking Decision Making Reasoning
AC011	Determine factors affecting business risk	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking
AC012	Explain the concept of competition	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 F1 F2 F5 F6	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AC	Understand the economic principles and concepts fundamental to marketing				
AC013	Explain the concept of productivity	1.1 1.2 1.4 1.10 1.11 1.12 4.4	Accessing Sources of Information Reading Listening Classifying Writing Speaking Rights and Responsibilities	C7 C15 F1 F2 F5 F6 F8	Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Decision Making
AC017	Explain measures used to analyze economic conditions	1.1 1.2 1.4 1.10 1.11 1.12	Accessing Sources of Information Reading Listening Classifying Writing Speaking	C7 C15 C19 F1 F2 F5 F6	Interprets and Communicates Information Understands Systems Applies Technology to Task Reading Writing Listening Speaking

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AD	Understand concepts and strategies needed for career exploration, development, and growth				
AD001	Complete a job application	1.1 1.2 1.4 1.10 1.11 1.12 3.5 4.4 5.1	Accessing Sources of Information Reading Listening Classifying Writing Speaking Self-Control and Self-Discipline Rights and Responsibilities Critical Thinking	C5 C7 C15 F1 F2 F5 F6 F12 F13 F16	Acquires and Evaluates Information Interprets and Communicates Information Understands Systems Reading Writing Listening Speaking Reasoning Responsibility Self-Management
AD002	Interview for a job	1.1 1.4 1.10 1.12 3.5 4.4 5.1	Accessing Sources of Information Listening Classifying Speaking Self-Control and Self-Discipline Rights and Responsibilities Critical Thinking	C5 C7 C15 F5 F6 F12 F13 F16	Acquires and Evaluates Information Interprets and Communicates Information Understands Systems Listening Speaking Reasoning Responsibility Self-Management
AD003	Write a follow-up letter after job interviews	1.1 1.2 1.10 1.11 3.5 4.4 5.1	Accessing Sources of Information Reading Classifying Writing Self-Control and Self-Discipline Rights and Responsibilities Critical Thinking	C5 C15 F1 F2 F12 F13 F16	Acquires and Evaluates Information Understands Systems Reading Writing Reasoning Responsibility Self-Management
AD004	Write a letter of application	1.1 1.2 1.10 1.11 1.16 3.5 3.6 4.4 5.1 5.2	Accessing Sources of Information Reading Classifying Writing Using Electronic Technology Self-Control and Self-Discipline Make Decisions Based on Ethical Values Rights and Responsibilities Critical Thinking Creative Thinking	C5 C7 C8 C15 F1 F2 F7 F12 F13 F16 F17	Acquires and Evaluates Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Creative Thinking Reasoning Responsibility Self-Management Integrity/Honesty

Crosswalk of Skill Standards to Academic Expectations and SCANS

	Marketing Skill Standards		Kentucky Academic Expectations		SCANS
	ACADEMIC STANDARDS				
AD	Understand concepts and strategies needed for career exploration, development, and growth				
AD005	Prepare a résumé	1.1 1.2 1.10 1.11 1.16 3.5 3.6 4.4 5.1 5.2	Accessing Sources of Information Reading Classifying Writing Using Electronic Technology Self-Control and Self-Discipline Make Decisions Based on Ethical Values Rights and Responsibilities Critical Thinking Creative Thinking	C5 C7 C8 C15 F1 F2 F7 F12 F13 F16 F17	Acquires and Evaluates Information Interprets and Communicates Information Uses Computers to Process Information Understands Systems Reading Writing Creative Thinking Reasoning Responsibility Self-Management Integrity/Honesty